



## Communications report – August 2020

### Mailing List

We have **136** subscribers of the mailing list. Emails go out fortnightly with podcast episodes and highlighting most recent blog posts. Also encouraging interactions and comments on our social media.

LAUNCH EMAIL: 62% of people opened the email. 25% clicked through to the links in the email.






### FACEBOOK - <https://www.facebook.com/highlandgoodfoodconversation>



Looking at this, the launch of the HGFC and EPISODE 1 of the podcast got the most shares and interactions. This will hopefully continue with the podcast episodes and blog posts being released on alternate weeks.



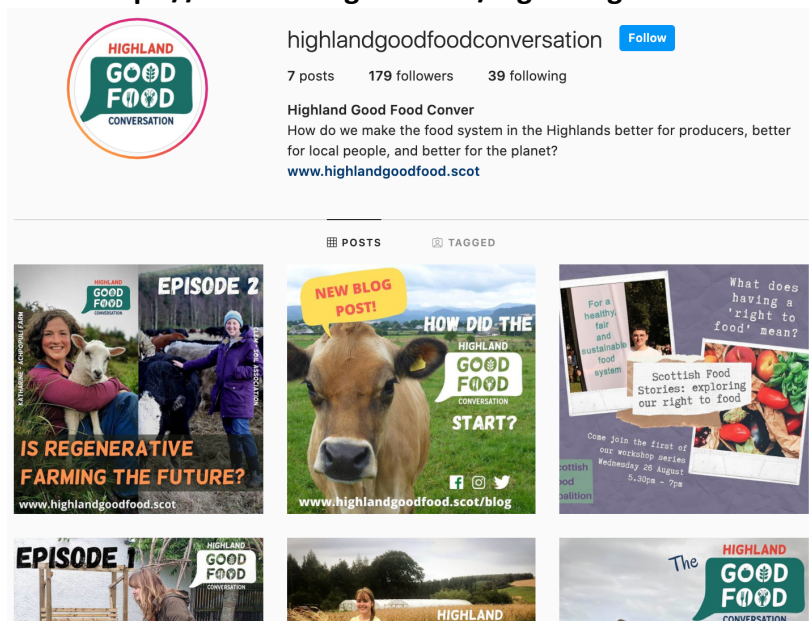
## TWITTER - [https://twitter.com/highland\\_food](https://twitter.com/highland_food)

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	<b>Highland Good Food Conversation</b> @highland_food · Aug 27	369	16	4.3%	So how has this Highland Good Food Conversation come about? And what will it be? Find out everything in the newest blog post here: <a href="http://highlandgoodfood.scot/how-conversati...">highlandgoodfood.scot/how-conversati...</a> And join in the conversation by commenting on the blog post, or tweet. We'd love to hear your thoughts and ideas! <a href="https://pic.twitter.com/cn4Mj3rLD7">pic.twitter.com/cn4Mj3rLD7</a> <a href="#">View Tweet activity</a>	
	<b>Highland Good Food Conversation</b> @highland_food · Aug 26	1,035	26	2.5%	What is the 'Right to Food'? and why is it important? Check out this free workshop tonight to find out more. <a href="https://twitter.com/GFNCampaign/st...">twitter.com/GFNCampaign/st...</a> <a href="#">View Tweet activity</a>	
	<b>Highland Good Food Conversation</b> @highland_food · Aug 21	1,308	54	4.1%	EPISODE 1 Highland Good Food Podcast is out now! What is the role of community food in shaping a better Highland food system? We chat to MOO Food in Muir of Ord. Listen on our website <a href="http://highlandgoodfood.scot/podcast/">highlandgoodfood.scot/podcast/</a> or through Podbean <a href="http://highlandgoodfood.podbean.com/e/episode1/">highlandgoodfood.podbean.com/e/episode1/</a> <a href="https://twitter.com/RjtFpy8MQY">#highlandgoodfoodconversation</a> <a href="https://pic.twitter.com/RjtFpy8MQY">pic.twitter.com/RjtFpy8MQY</a> <a href="#">View Tweet activity</a>	
	<b>Highland Good Food Conversation</b> @highland_food · Aug 20	605	57	9.4%	Sneak peak of the Highland Good Food Podcast at <a href="http://highlandgoodfood.podbean.com">highlandgoodfood.podbean.com</a> & <a href="http://highlandgoodfood.scot/podcast/">highlandgoodfood.scot/podcast/</a> & on the Podbean App. EPISODE 1 out tomorrow! 🍏 🥬 🥕 🐟 🥛 <a href="https://pic.twitter.com/gkhxC4yVJD">pic.twitter.com/gkhxC4yVJD</a> <a href="#">View Tweet activity</a>	
	<b>Highland Good Food Conversation</b> @highland_food · Aug 19	1,493	114	7.6%	How do we get more local, sustainable food on dinner plates in the Highlands? Join the Highland Good Food Conversation for PODCASTS, BLOGS & ONLINE CONFERENCE : <a href="http://highlandgoodfood.scot">highlandgoodfood.scot</a> <a href="https://twitter.com/highlandgoodfood">#highlandgoodfoodconversation</a> <a href="https://twitter.com/highlandgoodfood">#highlandgoodfood</a> <a href="https://twitter.com/realfoodmovement">#realfoodmovement</a> @highland_food <a href="https://pic.twitter.com/B1Rt4kAZdW">pic.twitter.com/B1Rt4kAZdW</a> <a href="#">View Tweet activity</a>	

Looking at the engagement rate on Twitter, it is significantly lower than on Facebook. But Twitter is a good place to link up with other NGOs, political bodies and organisations.



INSTAGRAM - <https://www.instagram.com/highlandgoodfoodconversation/>



Instagram does not have its own inbuilt analytics, but some figures that I have pulled out are below:

**179 followers**

LAUNCH POST: 22 likes

PODCAST EPISODE 1 post: 14 likes

BLOG POST 'How did HGFC start?' : 13 likes

As you can see, significantly lower numbers on Instagram. But some of the Highland producers are only on Instagram, so important for us to keep going, I think. It takes very little time to manage. Facebook takes the most.

## PODCAST (hosted on Podbean and the HGFC website)

WELCOME INTRO PODCAST: Downloaded 83 times.

EPISODE 1: Community Food: Downloaded 77 times.